

## CLAIMS

1. A system for presenting television station content and non-television station content on a TV, comprising:

a TV; and

a channel metaphor device coupled to the TV, the channel metaphor device receiving signals from a television signal provider, wherein

at least some of the signals originate at television stations and are associated with respective channel numbers,

the channel metaphor device also receiving at least one non-television station signal having an associated channel number,

at least some of the channel numbers being associated with the television stations and at least the channel number being associated with the non-television station signal being dynamically established by the television signal provider, some of the signals from the television signal provider from time to time indicating changes in channel numbers including changes in the channel number associated with the non-television station signal.

2. The system of Claim 1, wherein the non-television station signal is a Web page from the internet.

3. The system of Claim 1, wherein the non-television station signal is a service selected from the group including television set up services, game services, music services, and computer input device simulation services.

4. The system of Claim 1, wherein the channel associated with the non-television station signal is associated with at least one rating.

5. The system of Claim 4, wherein the non-television station signal is selectively displayed on the TV based on the rating.

6. The system of Claim 4, wherein a user of the system can prevent display of a channel associated with the non-television station signal based on the rating.

7. The system of Claim 1, wherein the channel associated with the non-television station signal can be designated as a "favorite" channel using an input device.

8. The system of Claim 1, further comprising a remote control user input device, the remote control user input device not being a computer keyboard and being the only user input device associated with the TV except for channel, volume, and TV setting controls located on a housing of the TV.

9. A method for displaying TV station signals and non-TV station signals on a TV, comprising:

associating each signal with a respective channel number;  
changing the channel number of at least the non-TV signal; and  
conveying information representative of a change in the channel number of the non-TV signal in a signal from a TV signal provider.

10. The method of Claim 9, wherein the non-TV signal is a Web page from the internet.

11. The method of Claim 9, wherein the non-TV signal is a service selected from the group including television set up services, game services, music services, and computer input device simulation services.

12. The method of Claim 9, wherein the channel associated with the non-TV signal is associated with at least one rating.

13. The method of Claim 12, comprising selectively displaying the non-TV signal on the TV based on the rating.

14. The method of Claim 12, comprising allowing a user to prevent display of a channel associated with the non-TV signal based on the rating.

15. The method of Claim 9, comprising designating as a favorite the channel associated with the non-TV signal using an input device.

16. The method of Claim 9, further comprising controlling the TV using a remote control user input device, the remote control user input device not being a computer keyboard and being the only user input device associated with the TV except for channel, volume, and TV setting controls located on a housing of the TV.

17. The system of Claim 1, wherein the channel metaphor device is embodied in the TV.

18. The system of Claim 1, wherein the channel metaphor device is embodied in a set top box associated with the TV.

19. A computer program product comprising:

- means for receiving a TV broadcast signal;
- means for extracting from the TV broadcast signal at least one non-TV station channel number and an associated channel identification; and
- means for updating a local database correlating channel numbers with associated channel identifications.

20. The computer program product of Claim 19, wherein at least one channel identification is a Web page URL.

21. The computer program product of Claim 19, comprising means for associating the non-TV channel number with a service selected from the group including television set up services, game services, music services, and computer input device simulation services.

22. The computer program product of Claim 19, comprising means for associating the non-TV channel number with at least one rating.

23. The computer program product of Claim 22, comprising means for selectively displaying a non-TV signal on the TV based on the rating.

24. The computer program product of Claim 19, comprising means for designating as a favorite a non-TV signal using an input device.